

ABSTRACT OF THE DISCLOSURE

Described is a substantially rigid aqueous clear gel matrix air freshener article having included therein one or more gel matrix icons, the dimensions of which, on use of the article, decrease in proportion to the dimensions of the body of the air freshener article in which the icons are suspended and imbedded. The article contains water; gel matrix material which can be a hydrolyzed protein gel material such as gelatin or a polysaccharide gel material such as gellan gum; a system-compatible air freshener fragrance composition contained in one or more of the icons and/or contained in the gel matrix air freshener body; and a surfactant contained in the body.